怪诞行为学

可预测的非理性

[美] 丹·艾瑞里◎著　赵德亮　夏蓓洁◎译

Predictably Irrational

升级版

The Hidden Forces That Shape Our Decisions

《怪诞行为学》**完美升级**！

全新传授摆脱经济危机的良策，
提高生活幸福指数的妙招。



Predictably Irrational

Predictably Irrational

Predictably Irrational

Predictably Irrational

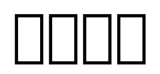
Predictably Irrational

Predictably Irrational

人们的行为和决策常常**偏离理性**，远非你想象的那样**完美**！



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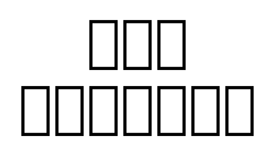
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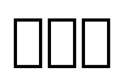
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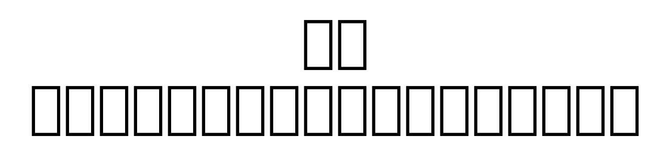
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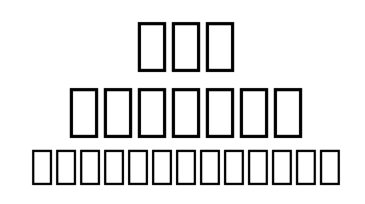
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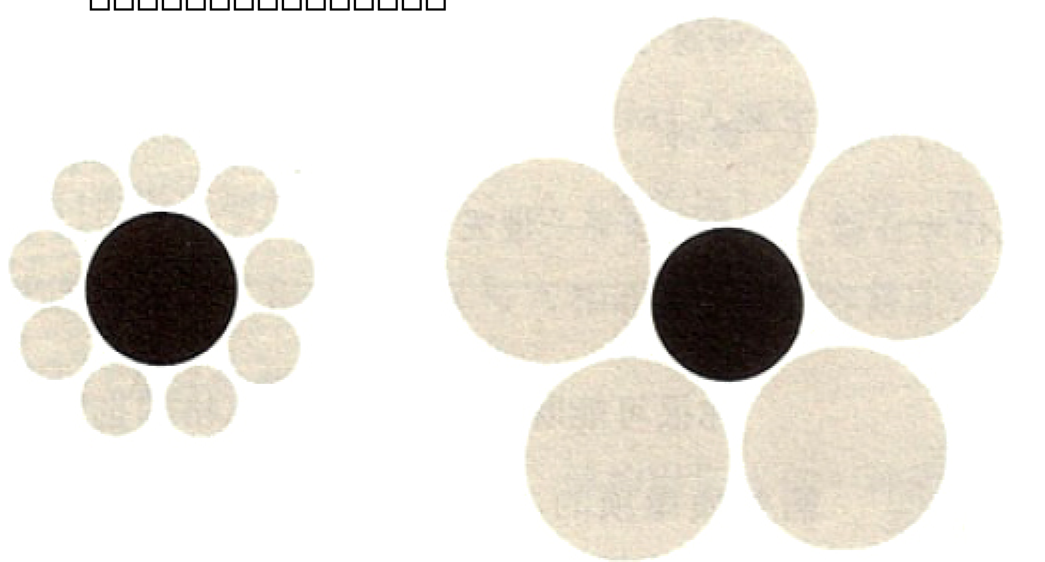
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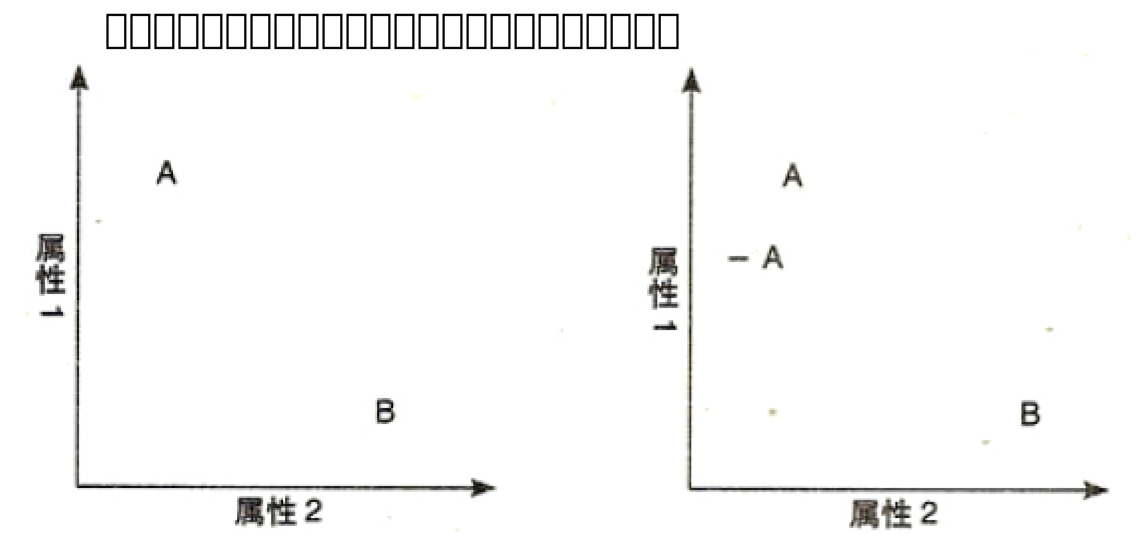
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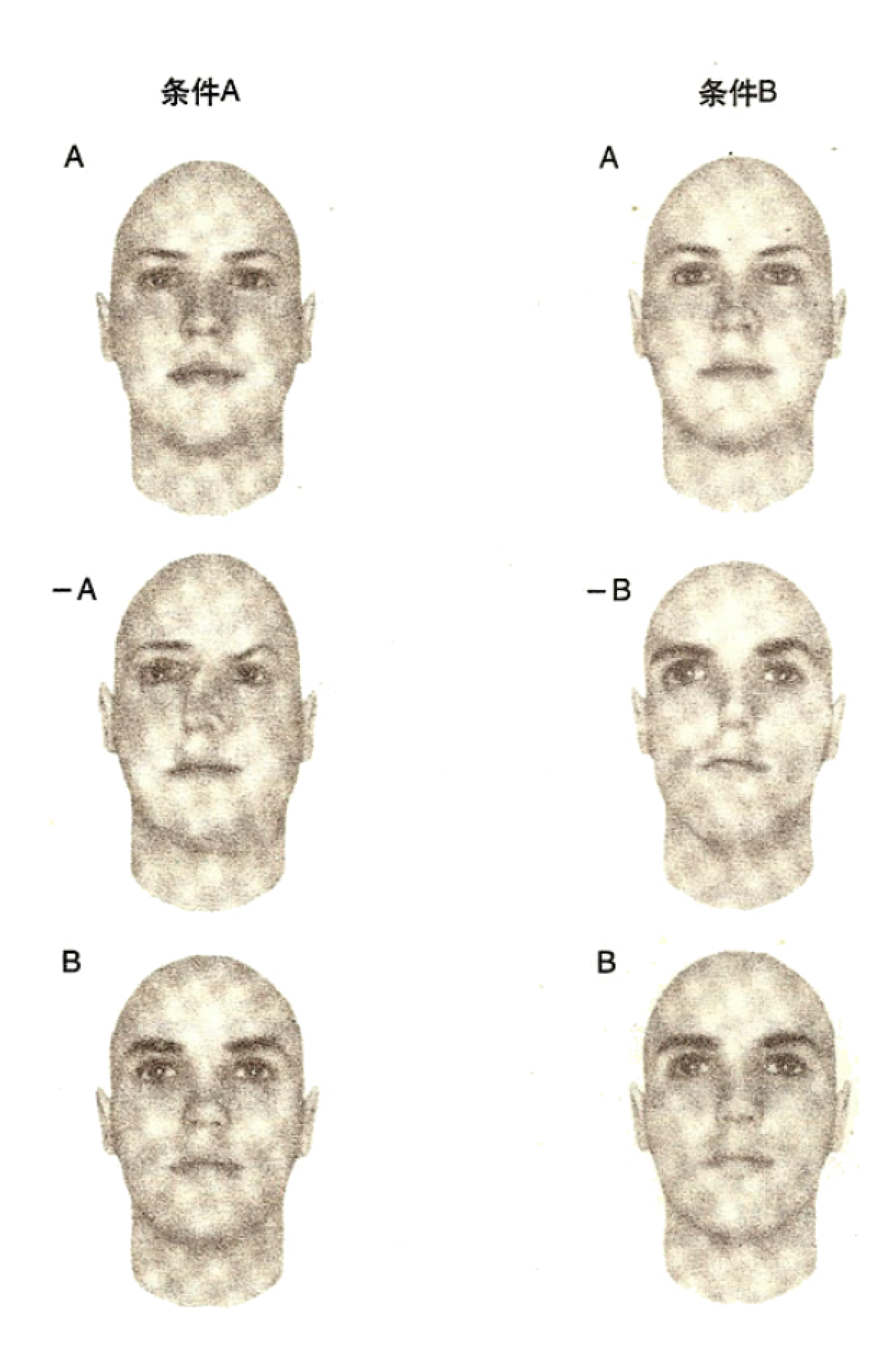
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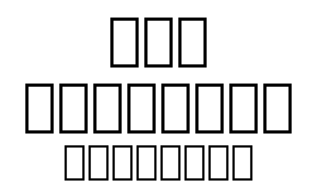
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00~19	$8.64	$16.09	$12.82	$9.55	$8.64	$11.73
20~39	$11.82	$26.82	$16.18	$10.64	$14.45	$22.45
40~59	$13.45	$29.27	$15.82	$12.45	$12.55	$18.09
60~79	$21.18	$34.55	$19.27	$13.27	$15.45	$24.55
80~99	$26.18	$55.64	$30.00	$20.64	$27.91	$37.55
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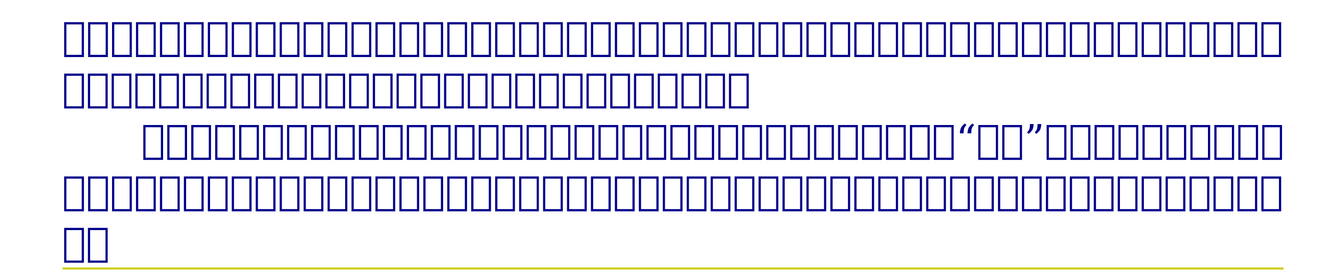
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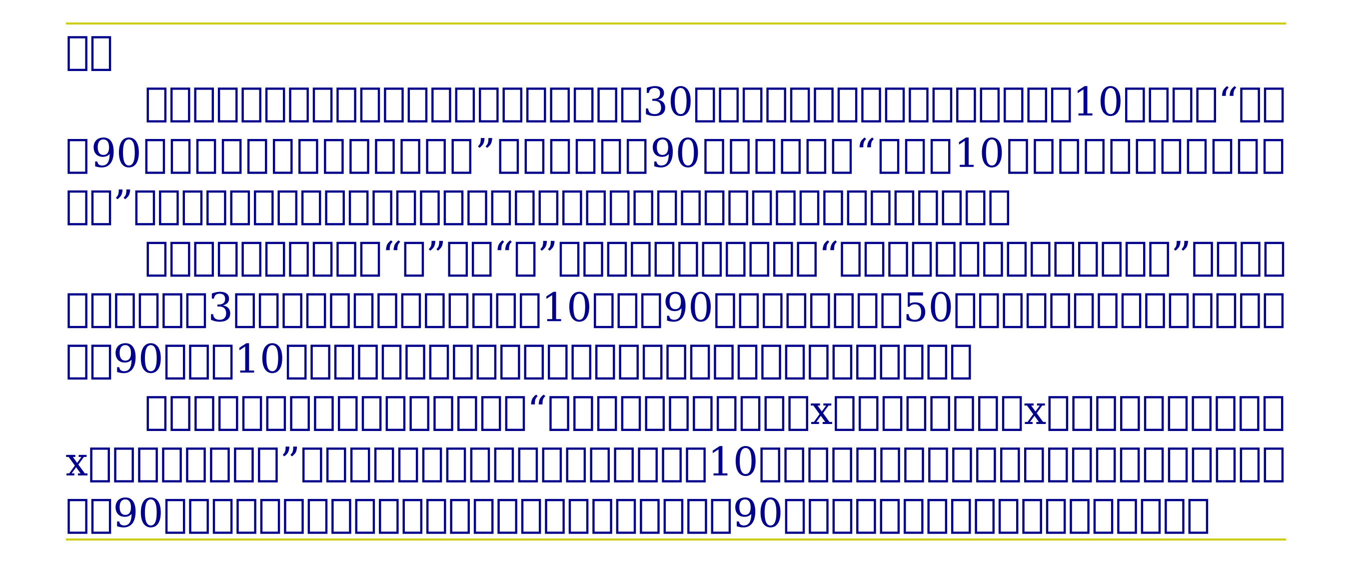
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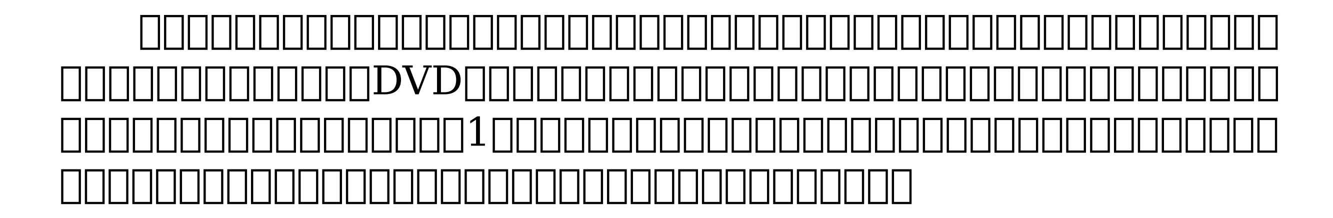
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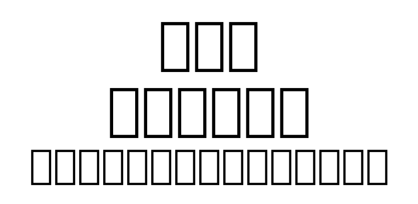
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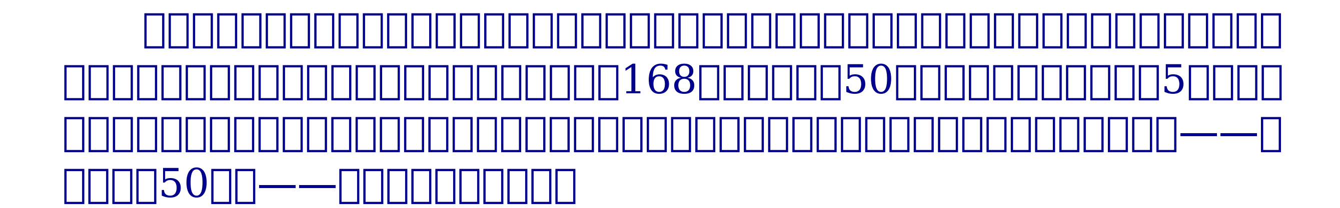
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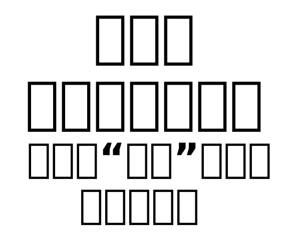
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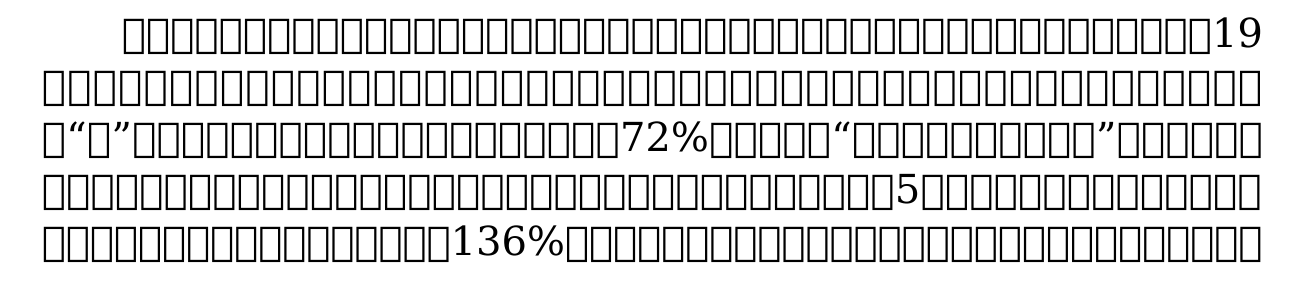
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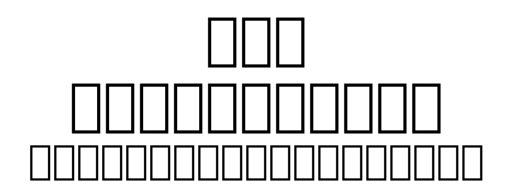
问题	非兴奋状态	兴奋状态	差别（%）
女人的鞋子会激发性欲吗？	42	65	55
你会被十二岁女孩吸引吗？	23	46	100
你会和四十岁女人性交吗？	58	77	33
你会和五十岁女人性交吗？	28	55	96
你会和六十岁女人性交吗？	7	23	229
你会和男人性交吗？	8	14	75
你会和特别肥胖的人性交快乐吗？	13	24	85
你会和你憎恨的人性交快乐吗？	53	77	45
女人出汗时性感吗？	56	72	29
抽烟的气味让你性兴奋吗？	13	22	69
性伴侣把你绑起来，你觉得有趣吗？	63	81	29
你把性伴侣绑起来，你觉得有趣吗？	47	75	60
对方坚持只能亲吻你会感到沮丧吗？	41	69	68

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问题	非兴奋状态	兴奋状态	差别（%）
你会带约会伴侣去高档餐馆以增加和她上床的机会吗？	55	70	27
你会对女人说“我爱你”以增加她和你上床的机会吗？	30	51	70
你会鼓励约会伴侣喝酒以增加她和你上床的机会吗？	46	63	37
约会伴侣拒绝上床你还会继续尝试吗？	20	45	125
你会偷偷给女人下毒品以增加她和你上床的机会吗？	5	26	420

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问题	非兴奋状态	兴奋状态	差别（%）
节育是女人的事情	34	44	29
用避孕套降低性快感	66	78	18
用避孕套影响双方同时达到高潮	58	73	26
在不了解新的性伴侣的性史时，你会一直使用避孕套吗？	88	69	22
你去取避孕套时对方可能改变主意，你是否还是会去拿？	86	60	30



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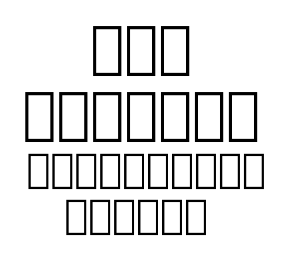
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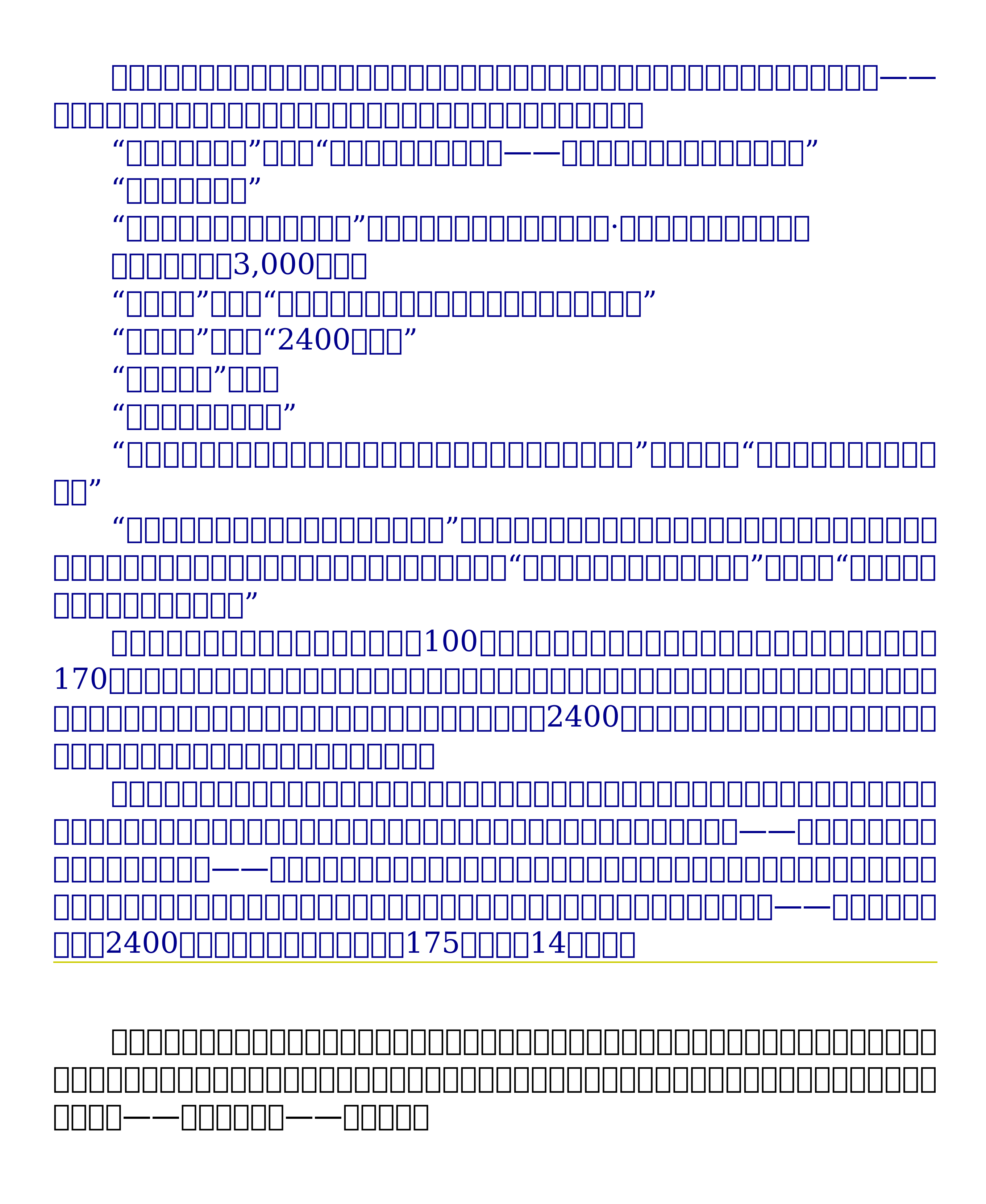
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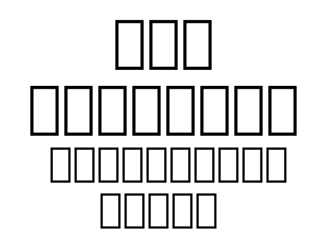
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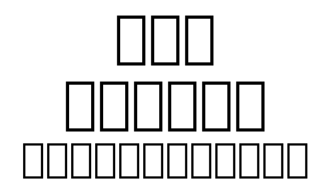
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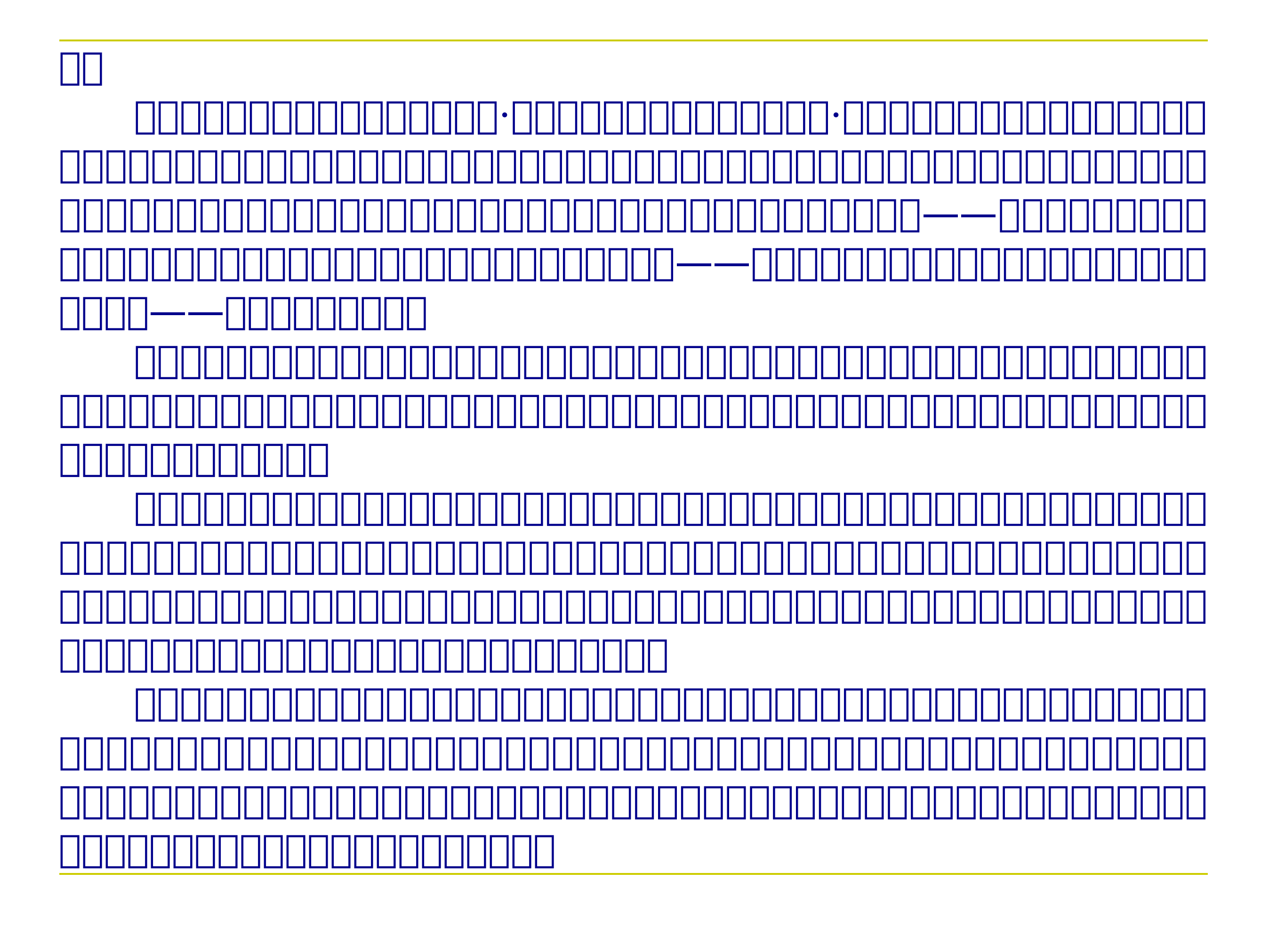
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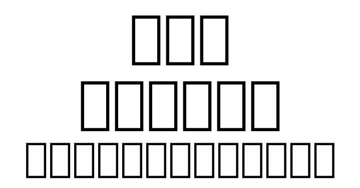
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在下面给出的数字中，尽快找出两个，二者相加之和必须正好等于10。你用了多长时间？

1.69	1.82	2.91
4.67	4.81	3.05
5.82	5.06	4.28
6.36	5.19	4.57

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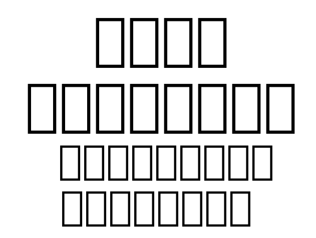
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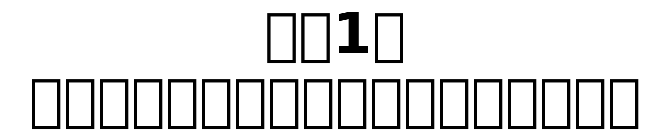
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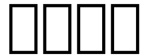
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